

01

# THE RADIO STATION FOR INDEPENDENT ARTISTS

THE ALL NEW  
**BE100**  
WORLD HIT RADIO



THE ANTNEY GROUP

# Debra Antney

Be100 World Hit Radio Founder

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INTERNET RADIO STATION POSITIONS  
INDEPENDENT ARTISTS ALONGSIDE  
MAINSTREAM MUSICIANS

WRITTEN BY TI'JUANA "MAMARAZZI" HARDWELL

Hip Hop has long been thought of as being a man's world. But there are women like Deb Antney who carry their weight. This year FX Networks debuted a show called Hip Hop Uncovered and included Antney as the only female mogul in the lineup alongside Eugene "Big U" Henley, James "Bimmy" Antney, Christian "Trick Trick" Mathis, and Jacques "Haitian Jack" Agnant. As an entertainment manager, she was responsible for helping launch the careers of Nicki Minaj, Gucci Mane, O.J. Da Juiceman and French Montana. Mom to Waka Flocka, Antney has seen a lot, heard a lot, and given a lot to the music industry. The Mizay Entertainment CEO's dedication to preparing independent artists for the big stage is why she recently relaunched **Be100 World Hit Radio**, a mainstream internet radio station that features some of the most diverse multicultural content in the industry.

# Radio **Boss**

*Be100 World Hit Radio is the evolution of radio.*

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Be100 Radio is part of the Broadcast Digital System (BDS) and focuses on giving a platform to independent artists who need exposure. Antney and her son Waka Flocka first launched the radio station in 2013. It grew to become a global marketing brand and the top online radio station for indie artists with over 100,000 daily listeners in over 51 countries. Be100 World Hit Radio is the evolution of radio. It is one of only nine Hip Hop/RNB mainstream internet radio stations in the world and is responsible for breaking records! The station is praised because of its variety in news, music, entertainment and sports. The outlet also positions independent artists alongside major recording artists. She hopes to use Be100's platform to educate aspiring artists about what the industry is really like.





“*One day they're telling you you're in and the next day—you're out.*”

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"I want them to really understand what they're getting," said Antney. "Although they're telling them about streaming and they get excited when they get these numbers—and when they get to a million and they get a little check—but what happened to your money before that?"

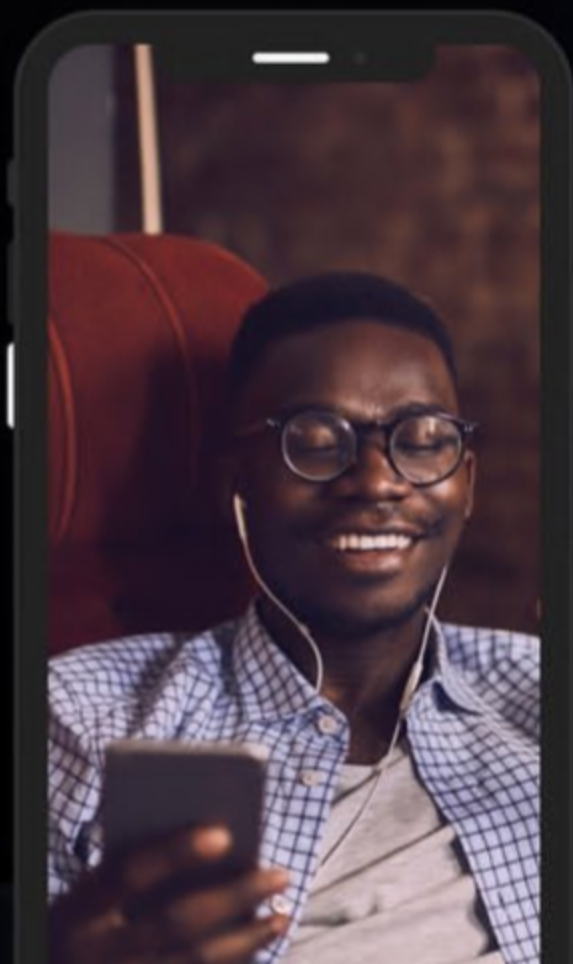
Antney wants them to understand the importance of using BDS-recognized platforms like Be100 to solidify themselves as artists. She wants artists to know their worth and for them to be treated well for their contributions to the industry.

"There's so many one hit wonders. One day they're telling you you're in and the next day—you're out," she said. "It bothers me to see all these people leaving from here with nothing—no money, can't bury themselves, homelessness and mental illness."

She wants to equip artists with the tools and know-how they need to be successful and be taken care of long after they hang up their mic. Listeners can stream [Be100Radio.com](http://Be100Radio.com) live.

THE ANTNEY GROUP

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**Be100Radio.com**

*Be100 World Hit Radio is the evolution of radio.*

Music | Shows | Podcasts | Entertainment

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## Artist Development

Heightening their exposure

Antney is excited about what's to come for Be100 Radio. She will continue to help with the development of artists. And while Antney isn't looking to manage artists at this time, she offers consultation services to help them attain their goals. If she has her way, artists will reap more for their hard work and talent.

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## Get Connected



Facebook

Be100 Radio



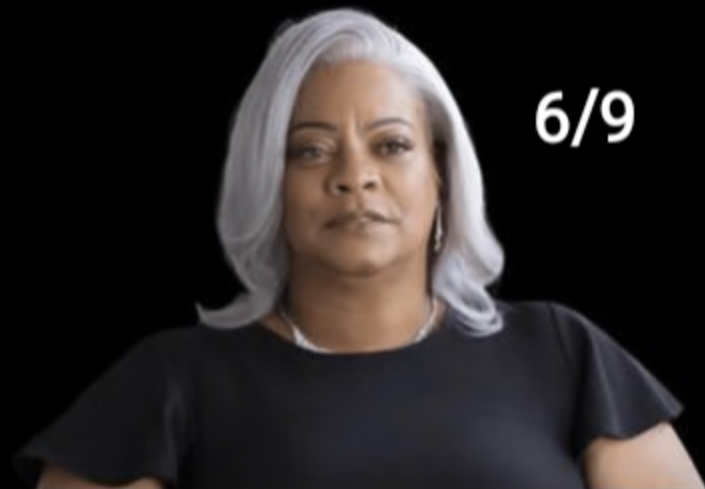
Instagram

@Be100WorldRadio



Twitter

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@Debra4Mizay

[www.OfficialDebraAntney.com](http://www.OfficialDebraAntney.com)



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Download the app!

For more on Deb Antney, continue reading. ...



THE ANTNEY GROUP

# Debra Antney

07 The Hustler



Despite being a fairly recognizable public figure, appearing on shows like "Love & Hip Hop: Atlanta" and "Growing Up Hip Hop Atlanta," many people don't know Antney's story. To know her story is to understand her drive, determination and relentlessness.

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She hails from Jamaica Queens, New York—also home of Nicki Minaj—who she would later manage. Her tough upbringing gave her grit and the drive to do whatever it took to take care of her family.

Best explained, she is a product of her environment.

"I was a hustler from birth," said Antney, sister to Bimmy Antney of the Supreme Team.

Her father provided for his family by selling heroin. She has infamously shared a story about overdosing on heroin as a child. Her father told her the heroin was baby powder to hide the fact he was a street pharmacist. After a shower Antney patted what she thought was baby powder over her body and soon began vomiting.

But as Antney grew older and needed to provide for her family, she also began selling drugs. And later in life, as a single mom, she would work odd jobs to provide for her children.

Eventually she moved south to Georgia and accepted a position with the Georgia Department of Family and Children's Services where she coordinated community activities. It was there that she met Ludacris and David Banner who affectionately called her Ms. A (MizA). When she met Gucci Mane she knew he had a gift but lacked a support system to help him realize his dreams.

This ignited a fire in Antney to provide help to artists who needed a push. But Antney never gave herself the title of manager.



## THE ANTNEY GROUP

DON'T PUT ME ON THAT PEDESTAL AND MAKE ME BE SOMEONE I'M NOT

After artists saw how she was able to take an artist from being an unknown to headline shows, they adopted her as their manager. Like the hustler she has always been, she established meaningful connections in the industry to benefit artists who relied on her. Eventually she grew a team of powerful women with backgrounds in marketing and radio to support their growth.

But what she hadn't planned for, was that some members of her team wouldn't do right by her artists. Some of the artists who she helped break into the industry publicly spoke out about her.

"I didn't make me a manager but because these artists trusted me and I put people in place, it's on me," she says. "I will be the first one to admit that I've made mistakes. I brought people in that corrupted the whole team."

Antney says that although she didn't wrong any artists, she doesn't believe in pointing the finger. As their manager she accepted full responsibility for what went awry. She learned so many valuable lessons that she now shares with others.

"I'm not ashamed to say I don't know everything," says Antney, whose quest to learn more about the industry couldn't be stifled. "I'm as hungry as that first day."

Though artists like Nicki Minaj say Deb's name when accepting awards on BET Awards stages, she doesn't want to be placed on a pedestal. Antney has remained humble throughout the years.

"Don't put me on that pedestal and make me be someone I'm not," said Antney. "One day I want to meet her. I don't know the person who you say I am."

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“One day I want to meet her. I don't know the person who you say I am.”





THE ANTNEY GROUP

# Momager

Industry Babies

09



Though a pseudo-manager helping some of the hottest artists break into the industry, she treated them as though they were her children. Many of her days were spent sorting through their personal issues, fighting court cases and listening to their insecurities.

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Antney still considers Nicki Minaj her "industry daughter" and Gucci Mane her "industry son." Despite no longer managing these artists, she remembers her time with them when they were only dreamers.

Though many managers and labels would've shied away from taking on troubled talent, she provided them the guidance they needed as they found their way.

"I like the underdogs," said Antney. "There's a lot of artists who have come to me to help them—but they don't need me. The underdogs do."

Antney's ability to help artists navigate through their careers is a gift and also a curse. But she has no regrets.

"I would do it all over again," said Antney. "I love helping people."

As a philanthropist, Antney currently manages "No R.I.P. (No Reckless Internet Posting and No Reckless Intentions Period)" in memory of her son Kayo. She and son Waka Flocka are

committed to raising awareness for mental health and suicide prevention.

She will continue to use her Be100 platform to address these topics, as many artists are also impacted by mental health issues.

BE100  
WORLDWIDE RISING